

ABSTRAK

Perkembangan teknologi digital telah membuka peluang besar bagi pelaku usaha, termasuk dalam model bisnis titip belanja yang hingga kini masih dijalankan secara manual. Model ini rentan terhadap kesalahan pencatatan, tidak efisien, dan menyulitkan pelacakan transaksi. Di sisi lain, banyak pelaku usaha mikro belum memiliki akses terhadap platform digital untuk memasarkan produknya. Untuk menjawab permasalahan tersebut, sistem *e-commerce* TipBel dikembangkan guna mengintegrasikan proses pemesanan, pembelian, distribusi, dan penitipan produk UMKM dalam satu platform berbasis *website*. Penelitian ini menggunakan metode *Rapid Application Development* (RAD) dan memanfaatkan *framework* SvelteKit untuk membangun antarmuka yang efisien dan responsif. Fitur utama sistem meliputi sinkronisasi otomatis data produk dari situs grosir, sistem penitipan produk, serta manajemen transaksi dan pengiriman oleh staf. Hasil pengujian menunjukkan bahwa sistem mampu meningkatkan efisiensi dan akurasi proses titip belanja. Dengan demikian, TipBel diharapkan menjadi solusi digital yang mendorong transformasi sektor perdagangan informal secara lebih modern dan terintegrasi.

Kata Kunci: *E-Commerce*, Titip Belanja, UMKM, SvelteKit, RAD

ABSTRACT

The development of digital technology has created significant opportunities for business actors, including in the proxy shopping model, which is still largely carried out manually. This model is prone to recording errors, inefficiencies, and difficulties in transaction tracking. On the other hand, many micro-enterprises still lack access to digital platforms to market their products. To address these issues, the TipBel e-commerce system was developed to integrate ordering, purchasing, distribution, and consignment processes for MSME products into a single web-based platform. This study employs the Rapid Application Development (RAD) method and utilizes the SvelteKit framework to build an efficient and responsive user interface. The system's main features include automated product data synchronization from wholesale websites, a product consignment system, and staff-managed transaction and delivery operations. The test results show that the system improves the efficiency and accuracy of proxy shopping processes. Therefore, TipBel is expected to serve as a digital solution that drives the modernization and integration of the informal trade sector.

Keywords: *E-Commerce*, Proxy Shopping, MSME, SvelteKit, RAD